

Step 2: Plan and Organize

HANDOUT: 10 Tips for Bottom-Line Thinking



1. It is not bad to make money; projects that create a profit provide a revenue stream for other projects that contribute to the mission.
2. Brochures, printed materials, exhibits and other image elements of non-profit organizations don't need to look nonprofit to attract funding – and attention.
3. Be fiscally responsible: conduct financial audits annually.
4. Time is the new currency. Count up what volunteers contribute to get a real budget for staff and projects.
5. Diversify your annual income; secure a mixture of grant/soft money, product sales, admission and endowments to maintain a healthy, sustainable balance.
6. People give to people. Are you putting the best face forward?
7. If you don't ask, people won't give.
8. If you don't tell why, people won't care.
9. Run your operation as a business.
10. Talk the language of your customer. Remember, the visitor IS your customer.

Translation Guide

Non-Profit Speak	=	Business Speak
Program, Tour, Event		Product
Visitor		Customer
Site, Partnership		Business
Funding		Profit
Constituent, Member		Shareholder
Audience		Market
Bottom-line: Meet Financial & Organizational Goals		Bottom-line: Meet Financial & Corporate Goals

